

Michelle Orelup
Digital Marketing and Marketing Project Management

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Data-driven Marketing professional with 10 years of experience in digital marketing for B2B and B2C brands in retail, technology, healthcare, and SaaS. Skilled at managing teams, agencies, and vendors. Focused on channel growth to increase revenue through inbound and outbound marketing strategies.

Core Competencies include Project Management, Brand Management, Lead Generation, Content Development, Cross-Channel Marketing, CRM Management, PPC, Email Marketing, SEO, SEM, Digital Marketing, Direct Marketing, and Social Media Marketing.

PROFESSIONAL EXPERIENCE

Construction Industry Solutions, Milwaukee, WI Sept 2020 to present

Construction ERP software for the global market

- Develop case studies that demonstrate the effectiveness, cost savings, and increased efficiencies of COINS solutions.
- Manage Google Adwords and LinkedIn Campaign Adviser PPC and Sponsored Ad strategies to increase awareness, drive leads, and improve conversions.
- Adapt regional content by integrating SEO into all content.
- Develop blog posts, thought leadership and video content for multi-channel marketing.

Quality SEO - Marketing Communications, Las Vegas, NV Feb 2017 to 2021

Integrated marketing solutions for B2B and B2C brands.

- Generate insights based on a thorough review of the brand, content, analytics, trends, and user experience.
- Provide recommendations for strategic positioning of branding, messaging, optimization, concept development and campaign strategy.
- Content creation for print and digital collateral to create brand awareness, generate leads, and increase conversions.
- Produce videos to distill complex product features and benefits into a simple defined message.
- Create tag lines and value proposition statements.
- Optimize and refine content strategy.

Weir Seaboard Oil & Gas - Marketing Project Manager, Houston, TX Oct – Dec 2017

Engineering solutions to lower total cost of ownership.

- Recruited for a short-term contract to guide marketing teams in Houston and Ft. Worth and to move projects forward to completion. Liaison to Marketing Director to provide seamless project updates.
- Responsible for mapping out and delegating the tasks required to implement the remaining projects.
 - Managed the project calendar to ensure all phases were promptly completed.
 - Collaborated with writers, designers, and agencies to plan campaign development.
 - Oversight for new product packaging.
 - Oversaw the marketing programs budget for multi-channel marketing, events, and PPC campaigns.

Global Healthcare Alliance - Marketing Manager, Houston, TX June 2014 – Feb 2017

Software solutions connecting patient, payer, and provider (SaaS).

- Managed all strategic marketing activities to create awareness and improve sales performance.
 - o Converted 10% of website traffic to a sales appointment by integrating lead generation tactics and assigning leads to sales team.
 - o Increased Y-O-Y sales by 50% through segmented email marketing and social media strategy that targeted specialty practices with relevant/industry specific content.
 - o Doubled Y-O-Y pre-scheduled appointments at the MGMA conference through email marketing.
 - o Increased LinkedIn followers by over 400% through effective content marketing.
 - o Managed SEO strategy and content marketing that increased organic traffic by 45%.

- Managed MS Dynamics CRM including records management for quality and integrity, importing and segmenting records for lead-generation emails, contact strategy, and custom sales lists.
- Implemented lead scoring to track and position prospects through the sales funnel.
- Identified target segments for personalization for email marketing. Developed messaging, A/B testing and deployment of emails, events, newsletters, and special announcements.
- Brand management and continuity across all digital and traditional marketing channels.
- Oversight of a \$1 Million marketing budget to include agencies, advertising, PR, and events.
- Project managed the data integration from MS Dynamics CRM to Salesforce CRM.
- Copywriting for PR, advertising, email marketing, video scripts, web, and social media.

Hewlett-Packard - Marketing Project Manager, Houston, TX

March 2012 – March 2014

Technology company with a focus on hardware, cloud, security and data services.

- Collaborated with Product Managers, Engineers, and senior stakeholders to develop product marketing and messaging for sales toolkits, video demos, sales presentations, and positioning statements for go-to-market product launch.
- Initiated a video interview with a Hollywood cinematographer that continues to function as both a testimonial and a primary sales tool to promote high-end HP DreamColor displays.
- Managed monthly internal newsletter to update the team on new collateral, positioning, and PR launches.
- Created web banners as lead generation tools for a third-party site.
- Developed SharePoint site to consolidate documents from multiple sites for worldwide access.
- Managed project updates to the commercial roadmap for HP Displays and Accessories.
- Managed monthly email for third-party distribution.

SOFTWARE/TOOLS

CRM applications (Microsoft Dynamics CRM, Salesforce), Email Marketing programs (Constant Contact, Vertical Response, ClickDimensions, MailChimp, Pardot), Content Management Systems (SharePoint, Basecamp), Google (Analytics, AdWords, AdSense, PageSpeed Insights, Adwords), Social Media platforms (Facebook, Twitter, LinkedIn, WordPress, HubPages, Instagram, Pinterest, YouTube) Lead Forensics, Adobe PhotoShop, SEO, SEM, Content Marketing

EDUCATION

Bachelor of Science: Business / e-Business University of Phoenix

CERTIFICATIONS

- **Google Analytics Essential Training** / LinkedIn
- **Google Analytics: Introduction to Attribution and Mix Modeling** / LinkedIn
- **Customer Experience: Journey Mapping** / LinkedIn
- **Conversion Rate Optimization** / LinkedIn
- **Shopify Essential Training** / LinkedIn